

**National Homeland Security Research Center**  
**Web Design/Maintenance, Database Development, Technical**  
**Writing and Editing**  
**Task Order Request for Quote**

This Request for Quote (RFQ) is being issued for Web Design/Maintenance, Database Development, Technical Writing and Editing by the Environmental Protection Agency (EPA) under the Software Engineering and Specialized Scientific Support (SES<sup>3</sup>) Blanket Purchase Agreement (BPA). The terms and conditions of the BPA apply to this Task Order as appropriate.

**INSTRUCTIONS TO CONTRACTOR**

The contractor shall comply with the following instructions for preparing the Request for Quote (RFQ). Failure to comply with the terms and conditions of the stated herein may result in an unfavorable, non-responsive Contractor quote.

The first page of the technical plan and the cost/price quote should each indicate the title.

Font size for the quote shall be at least 12 point. Page margins shall be 1 inch, single column style. Contractors shall limit their responses to ten (10) double-sided pages or less including tables, graphics, and appendices, but this excludes resumes.

***Technical Factor***

The contractor shall include the following in its quote:

**a) Technical Approach:** The contractor shall describe its Technical Approach for accomplishing the work described in the attached Statement of Objectives (SOO), including an itemized schedule of all processes, procedures, and deliverables for the purposes of managing the resulting work. The contractor shall describe their plan for incorporating customer and stakeholder input and review throughout the project life.

**b) Personnel Qualifications:** The contractor shall describe their staffing approach and qualifications including resumes for no more than three key personnel and any specialized expertise. There shall be no more than 1 double-sided page per resume.

***Cost/Price Factor***

a) **Prices** – the contractor shall propose a quote for estimated 8000 labor hours.

***Performance Management***

Performance Management will include measures to manage the contractor's performance. The contractor shall propose performance metrics and identify appropriate performance measures aligned with the objectives of this Task Order related to quality and timeliness of deliverables and the process improvements that lead to the achievement of the outcome. Parameters have been provided as a guide (refer paragraph 3, "Performance Management" in the Evaluation Criteria section under the "Strategic Performance Metric Parameters").

***Period of Performance***

The period of performance of this is from May 1, 20010 through April 30, 2011

***Place of Performance***

Services covered under this will provide support to the Homeland Security Research Center, Andrew W. Breidenbach Environmental Research Center, 25 Martin Luther King Drive W. Cincinnati, Ohio 45268.

***Government Furnished Property***

Government Furnish Equipment shall not be provided

***Quote Preparation Costs***

Quote preparation costs will not be reimbursed.

***Option to Extend the Term of the Task Order***

The Government may extend the term of the awarded task order by written notice to the Contractor within 30 days provided that EPA has given the Contractor a preliminary written notice to extend at least 60 days before the task order expires. The preliminary notice does not commit the Government to an extension. If the Government exercises this option, the task order shall be considered to include this option. The total duration of the task order including the exercising of any option periods shall not exceed 84 months.

If the Government chooses to exercise the option to extend the term of the awarded task order, the task order may not be re-competed among the Vendors on the SES<sup>3</sup> BPA. The Government will issue a task order request for quote to cover the additional period of performance.

- (1) It is determined that exercising the option is advantageous to the Government considering price and availability of funds.
- (2) Performance has been acceptable under the terms and conditions of the contract.

## **EVALUATION CRITERIA**

Task Order will be awarded based on a best value decision, where technical quality will be considered more important than cost.

1) **Technical Approach:** Demonstrated technical approach to meeting the project objectives as stated in the Task Order Performance Work Statement (PWS).

2) **Personnel Qualifications:** Demonstrated qualifications for personnel.  
The following information shall be provided:

- A. Skilled Professional Level – demonstrated through professional experience
- B. Proposed effort per labor category under the task order
- C. Degree(s) held and corresponding field of study (e.g., M.S. Computer Science / Environmental or Physical Science or Engineering) Writers and editors are to have scientific degrees and strong writing, technical editing and copy editing skills
- D. Submission of technical writing samples

3) **Performance Management:**

Proposed metrics are aligned, measurable, and within the parameters provided.

## **PERFORMANCE METRIC PARAMETERS**

Please describe process monitoring and measurement activities to affect the desired outcomes for the following Tasks.

1. Project related activities are identified, planned, and communicated to provide transparency in work being performed in a measurable way.
2. Requests for services are tracked, documented and responded to promptly with an estimated time of completion provided.
3. Verify that procedures are identified and followed for tracking the editing, formatting and web mounting of products. These procedures must integrate with the NHSRC's procedure for product clearance.
4. Errors are caught and corrected prior to release of the products to the user community.
5. Quality assurance checks are performed on websites on a, minimally, monthly basis. Errors and broken links are repaired promptly.
6. Content is posted to internet within one business day of request.
7. Applications (e.g. intranet applications) are configured appropriately; users have appropriate access rights in accordance to the NHSRC security needs.
8. Security and user access permissions are appropriately monitored and data is protected.
9. A process is established for incorporating lessons learned into future projects.
10. Develop processes for administering databases, and websites including data backup, recovery, and archiving.
11. Provide and interpret web usage statistics
12. Identify data trends and keep current on ORD web requirements that may be helpful in the accomplishment of NHSRC communication objectives.
13. Recommend improvements to existing web designs to improve internal and external communications based on an understanding of user needs and technical expertise
14. Web and Communication services are provided by an identified team dedicated to the NHSRC.

US Environmental Protection Agency ratings focus on the ability of the Offeror to accomplish the goals outlined in the SOW as well as strengths and weaknesses demonstrated in the Offeror's

technical plan. Ratings will be assigned to each technical quote by the reviewer(s) based on the criteria above. In the case of more than one reviewer, the ratings will be assigned by consensus.

<b>Rating</b>	<b>Adjectival</b>	<b>Description</b>
<b>5</b>	<b>Exceptional</b>	Greatly exceeds all minimum requirements of the criteria; has a high probability of success; contains no weaknesses or deficiencies.
<b>4</b>	<b>Good</b>	Exceeds all the minimum requirements of the criteria; has an above average probability of success; contains no significant weaknesses and only minor, correctable weaknesses exist.
<b>3</b>	<b>Acceptable</b>	Meets all the minimum requirements of the criteria; has an average probability of success; no significant weaknesses and any deficiencies can be readily corrected.
<b>2</b>	<b>Marginal</b>	Fails to meet one or more of the minimum requirements of the criteria; low probability of success; major weaknesses and/or significant number of deficiencies exist.
<b>1</b>	<b>Unacceptable</b>	Fails to meet any of the minimum requirements of the criteria; proposal needs major revisions; very low probability of success.

#### **Cost/Price Factor**

- a) Proposed price/costs will be based on 8000 estimated labor hours and in comparison with the Independent Government Cost Estimate (IGCE) and original quote received at BPA award.
- b) If the contractor's price(s) are bounded by any special conditions, these conditions must be stated in the Price Quote.

## Statement of Objectives

The objective of this task order is to provide the Office of Research and Development, National Homeland Security Research Center with the resources needed to support it's efforts to make environmental information accessible to the public, scientific community and to federal government personnel. This includes the provision of expert technical advice, consultation, product development, Web site development support and services for related ORD/NHSRC projects.

### Task 1.0 Web development and maintenance

The Contractor shall develop Web Sites and provide necessary web support. This work will include the following areas:

- a. Web Site Design and Development: Design, develop, test and deploy web pages, web sites, and/or web site applications using Dreamweaver, Web EMS and Sharepoint software and/or other EPA standard design software. Create and design EPA web sites for public and private servers. Web site development may include HTML pages, ColdFusion, XML, Java, JavaScript, CGI programming, graphics, Acrobat, Flash, and interactive material such as that generated by Flash. All development efforts shall comply with Agency guidance (EPA Web Guide, EPA template, ORD Web Guide, etc.) All development efforts shall be Section 508 accessible and contractors are required to verify by using a screen reader. New sites shall be tested on non-production servers. Final deployment of new web sites to production servers shall not occur until the Project Officer has given approval. The Contractor will assist in target audience, search engine and other analysis as required for new web sites. Note: For security reasons, the EPA environment requires EPA's review of CGI scripts before placing scripts on server. **(The contractor shall note that once the CGI script is installed on the system, there will be no access for revisions. Any necessary revisions will require a new review by the Project Officer (PO)).** The contractor shall provide CGI programs to the PO for review and make changes required by the EPA's environment.
- b. Graphics: Create original web graphics as needed, suggest commercially available images, or incorporate graphics provided by NHSRC EPA.
- c. Maintenance of web sites: Routine updating of web pages. Archive web pages that are a record. Changes in EPA guidelines and laws may require bringing web sites in compliance. Monitor day-to-day operations and monthly statistical reports for the NHSRC Home page and other related web pages. Run monthly broken and redirected links report and fix those problems identified. Any link that the contractor is unable to fix should be noted on the report. (Current Agency recommended free software is XENU.) The contractor shall support major EPA-wide initiatives such as dynamic site development, topically-based content organization and new software testing. The contractor shall research new and existing technologies to determine efficient and effective delivery of information, including topics such as information architecture, metadata, and search and indexing functions.
- d. Web Site Clean-up: Web sites not in compliance with current Agency Guidelines and government laws such as 508 laws will need to be reviewed and corrected. This includes future inherited web sites from other EPA organizations.
- e. Quality Assurance: In addition to routine web maintenance, the contractor shall develop a plan and schedule for auditing of databases house on the NHSRC intranet undergo routine quality audits to ensure data is accurate and up to date.

## **DELIVERABLE 1.0**

The contractor shall deliver completed Web sites as necessary, and shall provide material for completed projects including the final royalty-free graphics (not the source material), code and templates used for Web projects in a package such as CD, Iomega 250 Zip disk or a ZIP file.

### **Task 2.0: Product Development**

The contractor shall develop original products such as technical briefs, web content, posters, brochures, etc. as well as edit, summarize, synthesize and distill information from products prepared by NHSRC technical staff.

- a) **Technical Writing:** The contractor shall summarize information contained in NHSRC documents and gleaned from interviews with researchers into Technical Briefs suitable for an educated, yet non scientific audience. The contractor shall synthesize information from multiple research documents and distill the information into decision trees, guides, recommendations, etc for use by customers within the EPA's Office of Water, Office of Solid Waste and Emergency Response and Regional staff. The contractor shall develop content for the NHSRC website based on summary, synthesis and distillation of NHSRC research and provided technical writing assistance to the research staff.
- b) **Editing:** The contractor shall provide editing services for NHSRC technical and communication materials. Editing services shall ensure NHSRC materials conform to the Guide to Style and Formatting of Communication Products found under the Policy and Guidance section of [www.epa.gov/nhsrc](http://www.epa.gov/nhsrc).
- c) **Formatting:** The contractor shall format technical products such as reports and posters in compliance with ORD and NHSRC publishing guidelines. The contractor shall create PDF documents using Adobe Acrobat 6.0 or the most recent version. PDF documents must meet Section 508 requirements of the Americans with Disabilities Act or provide justification for undue burden, when unable to meet 508 requirements

Distribution of products may be performed by the contractor or by the EPA. All materials shall be reviewed and approved by the PO before the Contractor finalizes or distributes them.

## **Deliverable 2.0**

Contractor created products shall be developed in the following stages:

- 1. Draft
- 2. Final product

The contractor shall deliver to the PO hard copies and electronic files (portable document file and other format to be determined), and shall keep copies of products available for distribution. Appropriate resolution and file size shall be used as prescribed by the Agency and Government Printing Office (GPO) specifications. Products for web use shall meet the Agency Guidelines and government laws.

The Contractor shall report monthly on all assigned tasks and their status and administer the tasks through their completion. The contractor shall maintain a continuous record of technical direction provided under the task order.

The Contractor's team supporting NHSRC should be available for biweekly meetings with the PO to review the status of tasks and resolve any issues that arise.

